

## ABSTRACT

The invention provides a method and a system that allow users to purchase goods and health-related services over a distributed network, like the Internet. Using a portal or a  
5 buyer interface, a user connects to a controller or server through a distributed network either directly or via a service provider. When the user connects to the controller, the controller initiates a validation sequence to identify the portal and the user. When the portal and the user are identified, the controller assigns an access code that defines the user's access rights to the controller. The user can then access fitness, nutrition, and  
10 wellness information or purchase goods from the controller, which in one embodiment emulates a web site, or provide access to other linked sites. In addition, the method and system provides users with opportunities to engage in on-line conversations with fitness instructors, coaches, doctors, and others that may be on-line. Moreover, the method and system categorizes users within control groups and develops user improvement plans for  
15 improving the users' fitness, nutrition, and/or wellness. The improvement plans, which are based on practical guidelines and advice, are periodically updated by the method and system if the plans are not consistent with the previous expectations. Furthermore, the users are recategorized if the user fails to meet his or her plan.

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